

# Four Critical Questions to Ask a Realtor® Before You Choose One.

How do you ensure that you maximize the return on the sale of your home while minimizing the time and frustration? Ask your realtor these four questions.

1

What percent of your company's listings have sold in the last 12 months? You'll want to partner with someone that has a high ratio of closed sales for your local market. Keep in mind that this number will vary depending on how vibrant your local real estate market is.

What was the average amount of time it took to sell those listings? Comparing marketing time between real estate companies will provide you with an indication of how well that company and sales associate market homes.

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What was the average sale price? What you want to look for is a price that is close to what you believe is your home's value.

What was your company's list-price to sale-price ratio? Any significant difference between the original list prices and what the homes actually sold for can be an indication that the list price they are quoting is unrealistic.

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